



Michigan
HEALTH & WELLNESS
4 x 4

Progress Report 2012–2015

CREATING HEALTHIER PLACES
TO LIVE, WORK, LEARN AND PLAY

MICHIGAN Health & Wellness 4 x 4 Plan





RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
EXECUTIVE OFFICE
LANSING

BRIAN CALLEY
LT. GOVERNOR

October 10, 2016

I am pleased to announce the release of the "*Michigan Health and Wellness 4 x 4 Plan Progress Report 2012 - 2015*", a new document summarizing Michigan's progress to prevent and control obesity, reduce chronic disease and build a stronger, healthier Michigan. Through the *4 x 4 Plan*, the Michigan Department of Health and Human Services (MDHHS) has been working closely with public health partners to reduce health disparities and the overall health burden from obesity.

In 2012, I announced my vision for Michiganders to be healthy, productive individuals living in communities that support health and wellness, with ready access to an affordable, person-centered, and community-based system of care. To help achieve this vision, I charged the MDHHS to implement actions in collaboration with community partners across the state.

The *4 x 4 Plan* promotes prevention through use of the *4 x 4 Tool* which incorporates four key healthy behaviors (healthy diet, regular exercise, avoidance of tobacco, and getting regular physical exams) and four healthy measures [(blood pressure, cholesterol, blood glucose and body weight (BMI))]. The *Michigan Health and Wellness 4 x 4 Plan* provides multi-sector strategies to promote the four healthy behaviors, prevent and reduce obesity, reduce related chronic disease and build a stronger, healthier Michigan.

Michigan has made significant progress over the last few years with childhood and adult obesity rates leveling off. Michigan has moved from fifth to the seventeenth most obese state in the nation, meaning that our numbers and the health of the population are headed in the right direction. However, more efforts are needed to help change our communities into places that strongly support healthy eating and active living for all Michiganders, including those disparately-affected populations that are most impacted by poor health outcomes.

I am proud of the work accomplished by MDHHS, valued partners, stakeholders, local coalitions and community members to increase opportunities to access healthy food and safe places to be physically active to prevent and reduce chronic disease.

Working together, we can continue to provide Michigan adults and children the support needed to make healthy choices and live long, healthy lives.

Sincerely,

A handwritten signature in black ink, reading "Rick Snyder".

Rick Snyder
Governor

In 2012, Governor Rick Snyder announced the Michigan Health and Wellness 4 x 4 Plan, a call-to-action to achieve four healthy behaviors by 2018 and reduce obesity-related chronic disease with small, steady steps to eat healthier and become more active. Partners in healthcare, education, government, and business are working to create healthy communities to make

“Our vision is for Michiganders to be healthy, productive individuals, living in communities that support health and wellness, with ready access to an affordable, person-centered, and community-based system of care.”

—The Governor’s vision
for the health of the state

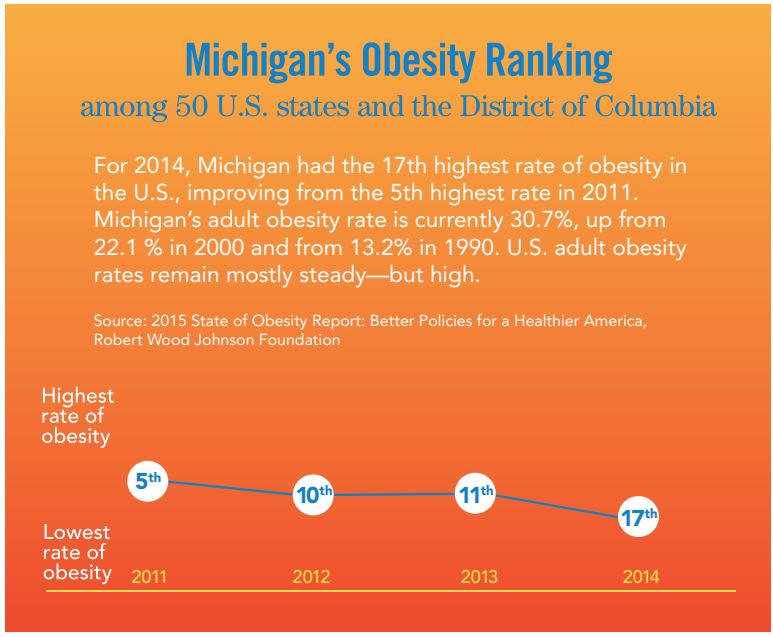
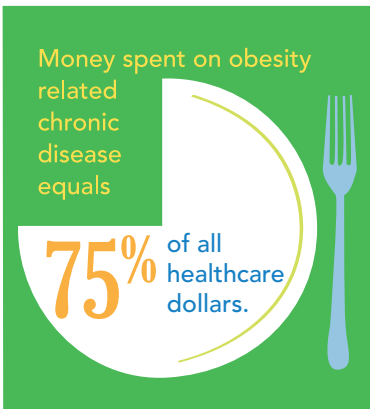
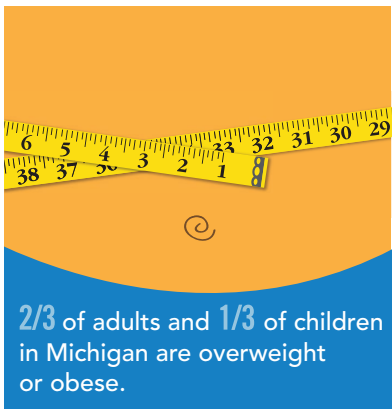
the healthy choice an easier choice for all Michiganders in places where we live, work, learn and play. If Michiganders reduce their weight status rates to lower levels and achieve an improved status of health, the state could save over \$13 billion annually in preventable chronic disease health care costs. We have made progress over the last few years with childhood and adult obesity rates leveling off. However, more efforts are needed to help change

communities into places that strongly support healthy eating, active living and tobacco-free lifestyles for all Michiganders, to accelerate our modest progress. This report is an update on our progress to date.



www.michigan.gov/mihealthiertomorrow

MICHIGAN'S CHILDHOOD AND ADULT OBESITY RATES have leveled off. More efforts are needed to help communities adopt healthy eating, active living and tobacco-free lifestyles.

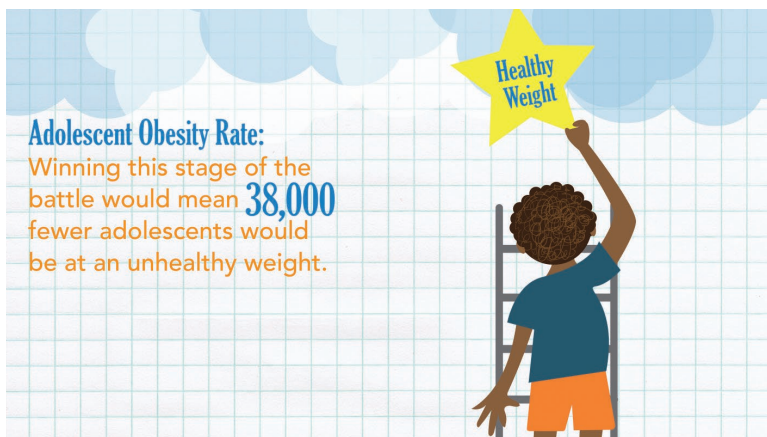


“WINNABLE BATTLES” involve the top public health priorities identified by the Michigan Department of Health and Human Services (MDHHS) with the potential to make the largest scale impact using evidence-based strategies, including nutrition, physical activity and obesity prevention. Through the 4 x 4 Plan, MDHHS is working closely with public health partners to reduce health disparities and the overall health burden from obesity, with clear and actionable targets:

ADULT OBESITY RATE: In 2014, 30.7% or 2.4 million Michigan adults were obese. By 2018, we aim to cut this number by 336,000 to 2,064,000 Michigan adults through physical activity and healthy-eating policy changes to create healthier environments.



ADOLESCENT OBESITY RATE: In 2013, 271,000 Michigan high school students were either overweight or obese. We aim to decrease this number to 233,000.



Goal 1: Develop a Multimedia Public Awareness Campaign to Promote a Social Movement to Reduce Obesity

Accomplishments

Over 33,000 Michigan adults have taken the MI Healthier Tomorrow Pledge to live a healthier lifestyle, received a free Getting Started Kit with tools to support healthy eating and active living and continue to receive regular email/text support messages.

- In the first year of the campaign, 28,000 Michigan adults took the MI Healthier Tomorrow pledge to lose 10% of their body weight during 2013. With reduced funding and less paid advertising in 2014 and 2015, 5,000 more Michigan adults took the pledge with the help of partner organizations.
- Over 120 partners promoted the MI Healthier Tomorrow campaign across the state at businesses, hospitals and medical practices, recreational and health fair events, with 39 partners embedding the pledge button on their websites.
- Since January 2013, 5,008 people have subscribed to the MI Healthier Tomorrow Facebook page which provided 312 unique health messages to teach and encourage Michigan residents to live a healthy life.
- 4,100 MI Healthier Tomorrow participant satisfaction surveys were completed in the fall of 2015. Eighty-six percent of recipients always read the text/email engagement messages, and 92% usually read program messaging.
- MI Healthier Tomorrow survey participants most commonly reported an increase in the following healthy behaviors: 69% drink more water, 63% eat more fruits and vegetables and 61% are more physically active.
- At least 21% of respondents had lost at least 10% of their body weight, while 63% are still engaged in trying to lose weight; 9% reported that their goal was not to track weight loss but to live a healthier lifestyle.

- Web-based tools were improved at the www.michigan.gov/healthymichigan website to support the efforts of individuals, schools, workites, communities and faith-based organizations in supporting healthy lifestyles.

In Progress

- Distributing MI Healthier Tomorrow promotional postcards to physician practices around the state for distribution to patients during healthcare visits.
- Expanding the multimedia campaign to reach citizens who are disproportionately affected by poor health outcomes with the MI Healthier Tomorrow pledge and resources.
- In partnership with the Governor's Fitness Council, create and award the 2016 MDHHS Director's Award to an organization or person who has encouraged regular, physical activity and healthy eating that impacts populations with health disparities within their community.
- With reduced state funding, identify other funding sources to promote the campaign.

Upcoming Work

- Expand the reach of the MI Healthier Tomorrow campaign to engage Michigan employees, especially (K–12) school staff.



Goal 2: Support Communities to Implement the Michigan Health and Wellness 4 x 4 Plan

Coalition Strategies

The activities and interventions of six community coalitions impacted 15 counties, 6 tribal regions, 1 large city and more than 1.5 million adults and children, helping to build the power of communities to promote health and make healthy choices available to more people in 2013–2015.

4 x 4 Plan funding allowed each local coalition to move from assessment to action, using local assets and strengths to increase citizen access to healthy food and safe places to be physically active. Between 2013–2015, funded communities implemented the following best practices:

1. Increased the availability of lower calorie and healthier food options at dining facilities including restaurants, institutions, medical centers, universities, businesses, and other community establishments.
2. Increased access to safe areas people can be physically active in (e.g., parks, playgrounds, community centers, schools, fitness centers, trails, etc.) with an emphasis on walking and through the promotion of [MI Big Green Gym](#).
3. Implemented plans that build, strengthen, and keep social networks to provide helpful relationships for people to be more physically active together.
4. Promoted worksite wellness strategies by carrying out policies and practices that improve food and beverage offerings and breastfeeding support, as well as reducing barriers and increasing access to chances to be physically active in the workplace.
5. Improved nutrition and physical activity practices in child-care facilities to help young children develop healthy habits to eat healthier and become more active.
6. Included 4 x 4 Plan campaign messages as a part of the local community-wide campaigns (e.g., community challenges, promotion of the 4 x 4 Tool).

Key Highlights

- Be Healthy Berrien's Mobile Farm Market traveled weekly to 6 community locations and reached 2,699 people.
- Healthier foods were available in 21 locations including homeless shelters, restaurants, worksites, hospitals, schools and grocery stores that serve more than 4,000 residents.
- More than 70 physical activity events were introduced to residents in new areas, such as parks and other recreational areas. Over 29,000 people participated in these physical activity events.
- 30,172 people participated in 36 fitness challenges. These challenges encouraged participants to be active together, track their activity levels, and receive awards and recognition for achieving their goals.
- Over 100 businesses promoted healthy lifestyles to more than 23,000 employees.
- Capital Area Health Alliance installed 78 signs in nine communities designed to encourage residents to walk to destinations such as downtown shopping districts, libraries, parks, and trails.
- A total of 364 fitness classes were offered featuring 35 different activities, engaging 9,458 participants.
- 24 licensed child-care centers completed training, assessments, and provided educational information about nutrition and physical activity in child-care settings.

Previously Funded Coalitions and Councils in 2012–2015:

Inter-tribal Council of Michigan
Michigan's Federally Recognized Tribes

Oakland County Health Division
Healthy Pontiac, We Can!

Berrien County Health Department
Be Healthy Berrien

Capital Area Health Alliance
Choosing Health®

District Health Department #10
Northwest Michigan Cancer Prevention and Awareness Coalition

Greater Flint Health Coalition
Commit to Fit!

Upcoming Work

In 2015–2016, seven local coalitions will take action to create places that make it easier to become more active. In response to the U.S. Surgeon General's [Call to Action on Walking](#), communities will focus on increasing the number of policies and places that support walking and active transportation, and will build awareness of these new opportunities for physical activity.

The local coalitions will increase opportunities to access healthier food, with a focus on food service guidelines to decrease the sodium content of food in community-based settings, such as pantries, restaurants and retail settings.

Currently Funded Coalitions and Councils in 2015–2016:

United Way of Southwest Michigan
Be Healthy Berrien

Kent County Health Department
Access of West MI

Oakland County Health Division
Healthy Pontiac, We Can!

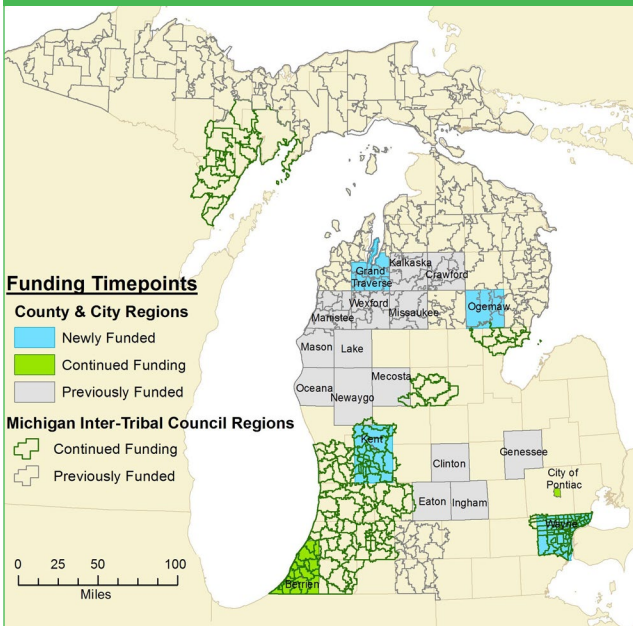
Wayne County Health Authority
MOTION Coalition

Munson Medical Center
Shape Up North

District Health Department #2
CHOICES Coalition

Inter-Tribal Council of MI
Michigan's Federally Recognized Tribes

Geographic Boundaries of the 4 x 4 Funded Coalitions (County, City, and Inter-Tribal Council Regions)



Goal 3: Engage Partners Throughout Michigan to Help Implement the Michigan Health and Wellness 4 x 4 Plan

Leading by Example

Over 40 leaders of the 4 x 4 Partnership are improving the overall health at worksites and schools across Michigan. Partners are taking and promoting the State of Michigan's Designing Healthy Environments at Work best-practice assessment, and promoting the state of Michigan's Healthy School Action Tools. Worksites are taking action to create programs, policies, benefits, and environmental supports to make physical activity, healthy eating and tobacco-free living easier for employees.

Prevention and Health at Work

- 4,762,700 Michigan workers spend half their waking hours and consume half their calories at work at more than 174,000 businesses and schools across the state.
- A healthy work environment makes it easier to make a healthy choice at work.
- A workplace that invests in healthy alternatives reduces healthcare costs, improves productivity, and makes Michigan business stronger.
- Healthy workplace strategies may include programs, policies, benefits, environmental supports, and links to encourage the healthy lifestyles of all employees. If employers do not have the capacity to address health risks, they link employees to health-related services in the local community.

Accomplishments

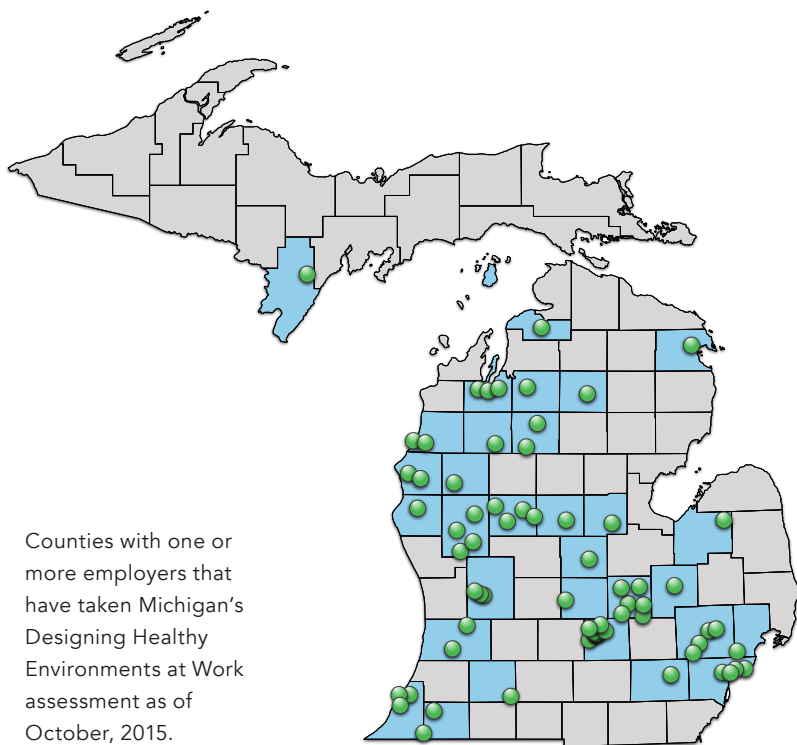
- The 4 x 4 Steering Committee was redeveloped in July 2015 to form a diverse, member-led, 4 x 4 Partnership to increase the number of Michigan worksites adopting a culture of health at work, including an emphasis on wellness for teachers and staff at schools.
- Michigan's [Designing Healthy Environments at Work \(DHEW\)](#) a free, online worksite wellness assessment was updated to align with the Center for Disease Control's research-based best practices. This tool helps Michigan employers identify the best workplace strategies that encourage employees to eat healthy, move more and live tobacco-free.
- [Michigan Worksite Wellness Vendor Application](#) and related list of vendors was created to help Michigan workplaces find a wellness expert to guide their efforts to create a healthier worksite.
- 100 Michigan businesses registered and completed Michigan's [Designing Healthy Environments at Work \(DHEW\)](#) best-practice assessment representing 30,127 employees.
- In addition, eight other U.S. states are using Michigan's [Designing Healthy Environments at Work \(DHEW\)](#) research-based assessment to identify worksite wellness opportunities.
- [Michigan's Healthy School Action Tools](#) offers free, comprehensive, and research-based tools that support learning by helping schools and districts create a culture of health for students and staff. It was selected for promotion by the 4 x 4 Partnership to increase worksite wellness policies and practices in schools across Michigan.
- The Michigan Health and Wellness Education Workgroup restored the [Michigan School Wellness Award](#). The award program aims to engage schools statewide in creating healthy school environments by establishing Coordinated School Health Teams, completing the Healthy School Action Tools and implementing sustainable policy and environmental changes. 42 schools were School Wellness Award recipients, impacting more than 20,000 students.

In Progress

- Develop incentives and marketing materials to promote the use of wellness best-practice assessments and action plans in worksites and schools.
- Increase the number of new Michigan worksites completing the State of Michigan's Designing Healthy Environments at Work best-practice assessment.
- Increase the number of new Michigan worksites that are taking action to implement new policies, programs or environments that make it easier to live a healthy lifestyle at work.
- Increase the number of Michigan schools and districts that are taking action to implement new policies, programs or environments that make it easier for teachers and staff to live a healthy lifestyle at work.
- Increase the number of Michigan schools and districts completing the staff wellness module of the Healthy School Action Tools (HSAT).

Upcoming Work

- Increase the number of MDHHS worksites taking action to make policy, practice and physical changes to the environment to make it easier for employees to eat healthy, become more active and live tobacco-free for State of Michigan employees within the Michigan Department of Health and Human Services, Bureau of Local Health and Administrative Services.
- Increase the number of other state government agencies implementing the [Designing Healthy Environments at Work](#) best-practice assessment and action plan.
- Increase the number of worksites across Michigan implementing worksite wellness, with a focus on businesses employing minimum wage workers.



Michigan's Funding of 4 x 4 Plan Earns Additional Federal Funds

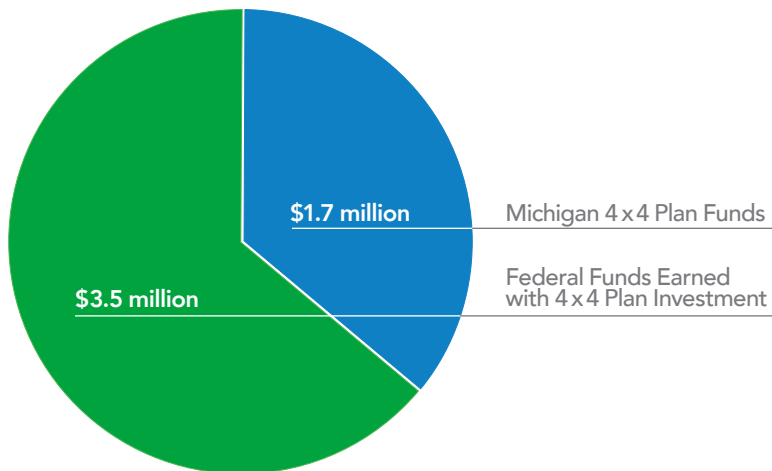
State 4 x 4 Plan funds made it possible to earn approval for additional federal funds. This is essential for program sustainability and an important way for the Center for Disease Control to assess Michigan's commitment and capacity to partner with community organizations and businesses to maximize our reach and expand statewide.

In total, the State of Michigan invested \$1.7 million from 2012–2015 in supporting implementation of the 4 x 4 Plan throughout the state with nutrition, physical activity and obesity prevention strategies for children and adults. 4 x 4 Plan funds demonstrate Michigan's commitment to creating healthier policies and environments, and are critical for MDHHS to strategically pursue and leverage an additional \$3.5 million in federal grants that will aid in supporting worksites, schools, child-care facilities and communities to make healthier decisions. Leveraged funds allowed Michigan to broaden the impact of the 4 x 4 Plan and increase stakeholder investment while aligning the design and implementation phases to national priorities. Additional strategies to create healthier policies and places combined with research-tested practices and outreach efforts helped to reach a combined total of 2 million children and adults in some of Michigan's most disparate communities.

Examples of projects using leveraged funds include:

- Increase the availability and promotion of healthy foods
- Increase access to and promotion of physical activity
- Build social networks to increase physical activity
- Create healthy school environments
- Create healthy work environments that support a healthy workforce
- Support breastfeeding mothers in increasing the duration and exclusivity of breastfeeding
- Enhance nutrition and physical activity practices in child-care facilities
- Strengthen the capacity of developing coalitions

Additional Federal Funds Earned with 4 x 4 Plan Funds to Implement Nutrition, Physical Activity and Obesity Prevention Best Practices in Michigan, 2012–2015





CREATING HEALTHIER PLACES
TO LIVE, WORK, LEARN AND PLAY

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500 printed at \$3.63 each with a total cost of \$1816.00.